



The Way to Work

City of Wichita

Summer Youth Employment Program

July 2, 3, 2012

July 9 – August 10, 2012

Background

- City has funded summer youth employment programs for many years
- Programs have been implemented by community agencies
- Within the last 5 years the YMCA, Wichita Indochinese Center, Family Services Institute and Saint Mark church have had contracts to implement this program

2012 Summer Youth Proposal

- Staff recommended an internal operation to pilot a new approach
- The new approach included the following features:
 - Limit to 14 and 15 year olds
 - Serve youth living in Public Housing and/or families receiving Housing Choice Voucher assistance
 - Operate the program from July 1 to mid-August

Proposal Rationale

- 14 and 15 year olds have more difficulty finding summer jobs.
- This population presents many of the risk factors identified by the Wichita Police Department and others, as those which can lead to criminal behavior.
- The timeframe corresponds with the City's CDBG funding fiscal year and does not require carryover to two calendar years.

Proposal Rationale, cont'd

- Desire to expose youth in subsidized housing to the benefits of positive work experiences.
- Eligibility is already determined since families receiving Housing Authority rent subsidies have been income-certified.

The Way to Work Logo

Designed to convey a life message regarding work!



Program Design

- All youth were considered City employees and subject to screening criteria applicable to all.
- The work week was established as 4 hours/day on a work site, Monday through Thursday - and
- 4 hours on Friday spent in “in-service” training workshops.
- Paychecks distributed at the Friday workshops; youth turned in timesheets on alternate Fridays.

First Steps

- Funds were available for apprx. 85 students.
- Letters mailed on May 14, 2012 to 297 households with 14 and 15 year olds.
- Response deadline was June 15, 2012, with selection on a first come first served basis.
- 90 responses were received by May 22
- 166 total responses were received by June 15

Invitation and Response

- 90 were invited to participate.
- Invitations provided program dates, including required orientation.
- 84 responded; the others could not participate due to:
 - Family vacation plans which conflicted with orientation dates
 - Sports conditioning camps which were scheduled during a portion of the program dates

Orientation: July 2 and 3 at Century II

- July 2:
 - Human Resources overview – acceptable behavior, personnel policy highlights
 - Physicals provided onsite (general fitness and drug screening)
 - Overview of job readiness via customized 'Jeopardy' game
 - Value of keeping a work or personal journal
 - ***The Way to Work*** Essay
 - Participants wrote essays on the meaning of the components of ***The Way to Work*** program

Orientation: July 2 and 3 at Century II

- **July 3**
 - Financial Literacy
 - Dollar Wise
 - Money Management
 - Physicals (cont'd)
 - Food Handler's Class

Participant Summary

- 84 applicants were approved to attend orientation.
- 2 youth failed the drug test portion of the physicals.
- 82 youth began the program.
- 3 youth were terminated for program violations.
- **79 youth completed the program!**
 - **50 had perfect attendance!!!**

Worksites

- A conscious effort was made to include City, nonprofit and for-profit worksites
- Following is a list of City departments which provided placements:

Atwater NCH	Housing & Community Services
Century II	Human Resources
City Arts	Information Technology
Colvin NCH	Library
Cowtown	Police Department
Fire Department	Public Works

Worksites

- Following are the remaining worksites:

Blue Swallowtail Studio	Medical Services Bureau
Connie's Mexico Café	Mindfire Academy
Happy Hearts Day Camp	Tabernacle Bible Church
Interfaith Ministries	United Methodist Open Door
Kansas African American Museum	Wichita Independent Neighborhoods

Friday In-Service Workshops

- The following pages present the topics covered during the weekly in-service workshops.
- Orientation and the first three workshops were held at Century II.
- The fourth workshop was at the Workforce Center facility.
- The closing workshop was held at Cowtown Museum.

July 13 Workshop Sessions:

A variety of useful tools

- United Way – Youth Volunteer Opportunities
- American Red Cross – Babysitting
- American Red Cross – CPR and AED
- American Red Cross – First Aid
- General Session
 - Feedback on first week on the job

July 20 Workshops:

Job Skills in Context

- July 20, 2012 – Job Skills in Context
 - Resumes/Applications
 - Dress/Grooming
 - Interviewing Skills
 - Leaving a Lasting Impression
- General Session
 - Conversation about clothing

July 27 Workshops:

Careers

- Wichita Police Department (Chief Williams)
- Wichita Fire Department (Dep. Chief Boyd)
- Wichita Municipal Court (Donte Martin)
- Wichita Information Technology (Cliff Thomas)
- Education and Public Service (Council Member Williams)
- WSU Engineering
- WATC Education & Training
- U.S. Army

August 3 Workshops:

Future Work Guidance

- Kansas Career Pipeline
- Workforce Center Services
- Resume Practice
- ***The Way to Work*** – Essay, Part II
 - Participants were asked to repeat an assignment that was given during orientation, by writing an essay on the components of ***The Way to Work*** – to determine if their perception had changed during the first three weeks of the program.

Comparison of the Two Way to Work Essays

	Before	After
Apply	You apply for something because you either need it or you want it	Now that summer is almost over apply means to me the way you “Apply yourself to the Job”
Interview	Helps the supervisor learn about you	We didn’t interview before but our first day was like an interview to keep the job
Show Up	To come to work	I came to work 10-15 minutes early with a smile on my face, ready to work. Got there with nice clothes and clean hair and nails.

Comparison of the Two Way to Work Essays

	Before	After
Perform	Work hard and show that I'm not just a kid but I can work and I will work.	Sometimes I was the first person there and I made sure the computers were turned on and all the signs were up and that everything was ready to go.
Get Paid	This will teach me how to manage money and maybe see how mom feels a bit	Plan on how you're going to spend your money

August 10 Close Out Workshop

- Thank you notes
 - Youth hand wrote thank you notes to supervisors, and others who made the program possible
- Youth completed program evaluations
- Motivational speaker: Sherdeill Breathett
- Celebration!
 - Certificates of completion and recognition of perfect attendance

What the Youth Said They Learned

- *I dressed up for the job and made a good first impression*
- *that even though you might not like the people you work with you have to push through it*
- *I learned that it is always good to show up on time and always have a good attitude at work*
- *how to be a good worker at my job*
- *everyday going to work I was on time and I did everything I was told the best way I knew how*
- *how to use a typewriter!*

What Their Parents Had to Say

- *this program not only helped my son but helped me as well to get him on the right track*
- *made them more responsible with money and time*
- *my child learned a lot about the responsibility involved in holding a job, managing her money, being respectful and respected in the workplace*
- *he opened a savings account!*
- *she understood she had work to do and that all other activities came after her work schedule*
- *it taught him to be on time and to do what was asked of him*
- *it also brought up his self-esteem; he wanted to let everyone know he had a job*

Feedback from the Supervisors

- *(Worker) was an extraordinarily courteous and polite young woman . . . Was always interested in doing something, whatever necessary, to assist staff*
- *Greatest reward? Watching a volunteer be proactive in completing tasks without being asked because she knew they needed to be done*
- *I think she learned what it is like to go to work on a regular basis and to be in a work environment with persons with different personalities but working as a team. Besides her work expectations, we talked frequently about the importance of school, and work habits.*
- *Followed direction well. Worked hard.*

HCSD Staff Thoughts

- *Program achieved goals of instilling in the designated population, a sense of responsibility and appreciation for earned income.*
- *Program focus on 14 and 15 year olds should be continued.*
- *Program oversight requires a full time coordinator during several weeks prior to the program, during the program and for 1-2 weeks following.*
 - *Will allow time to recruit job sites, provide orientation to job site supervisors, be available to visit sites during the program, organize Friday workshops, trouble-shoot and problem solve*

Looking Ahead to Summer 2013

- HCSD staff believe the 2013 program should follow the 2012 design
 - The program could be operated internally at the direction of the City Manager and City Council OR a Request For Proposals can be issued to identify a program operator.
- Many parents and students requested an earlier start date – CDBG will not be available until July 1 so other funds would be needed if the program starts sooner.

Thank You!

- Century II Staff – room accommodations and job site for youth
- Workforce Alliance – room accommodations and presentations
- Cowtown – room accommodations and job site for youth
- City Staff – HR & HCSD for processing payroll accurately and on time!
- Speakers and facilitators
- City Council – for providing the HCSD the opportunity to implement the new program design!